



WYFF4.com

**WYFF 4**  
**505 Rutherford Street**  
**Greenville, SC 29609**  
**(864)242-4404**

# CONTRACT

|  |   |  |
|--|---|--|
| <u>Contract / Revision</u><br>1532645 /      |   | <u>Alt Order #</u><br>25323631                         |
| <u>Product</u><br>NC                         |   |  |
| <u>Contract Dates</u><br>10/05/16 - 10/11/16 |   | <u>Estimate #</u><br>8100                              |
| <u>Advertiser</u><br>Burr/R/US Senate        |   | <u>Original Date / Revision</u><br>10/17/16 / 10/17/16 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast          | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br>WYFF 4                    | <u>Account Executive</u><br>Meredith Thompson | <u>Sales Office</u><br>Eagle-Washingt                  |
| <u>Special Handling</u>                      |   |  |
| <u>Demographic</u><br>Adults 35-64           |   |  |
|  |   | <u>Total Ratings</u><br>35.90                          |
| <u>Agy Code</u>                              | <u>Advertiser Code</u><br>475                 | <u>Product 1/2</u><br>894                              |
| <u>Agency Ref</u>                            |   | <u>Advertiser Ref</u>                                  |

And:

**National Media Research Planning**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

| *Line                                    | Ch          | Start Date        | End Date          | Description           | Start/End Time        | Days            | Length        | Spots/Week        | Rate                | Rtn           | Type        | Spots | Amount   |
|--|-------------|-------------------|-------------------|-----------------------|-----------------------|-----------------|---------------|-------------------|---------------------|---------------|-------------|-------|----------|
| 1  | WYFF        | 10/05/16          | 10/09/16          | Entertainment Tonight | 7-730p                |                 | :30           |                   |                     |               | NM          | 0     | \$0.00   |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |          |
| Week:                                    |             | 10/03/16          | 10/09/16          | --W----               |                       |                 |               | 1                 | \$500.00            | 5.10          |             |       |          |
|  | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>    | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Rtg</u>    | <u>Type</u> |       |          |
|  | 1           | WYFF              | 10/03/16-10/09/16 | Entertainment Tonight | 7-730p                | ---W-----       | :30           |                   | <del>\$500.00</del> | 5.10          | NM          |       |          |
| Credited                                 |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
| N 2                                      | WYFF        | 10/05/16          | 10/09/16          | Entertainment Tonight | 7-730p                |                 | :30           |                   |                     |               | NM          | 0     | \$0.00   |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |          |
| Week:                                    |             | 10/03/16          | 10/09/16          | ---T---               |                       |                 |               | 1                 | \$500.00            | 5.10          |             |       |          |
|  | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>    | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Rtg</u>    | <u>Type</u> |       |          |
|  | 1           | WYFF              | 10/03/16-10/09/16 | Entertainment Tonight | 7-730p                | ----Th-----     | :30           |                   | <del>\$500.00</del> | 5.10          | NM          |       |          |
| Credited                                 |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
| D 3                                      | WYFF        | 10/05/16          | 10/09/16          | Entertainment Tonight | 7-730p                |                 | :30           |                   |                     |               | NM          | 0     | \$0.00   |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
| 4  | WYFF        | 10/05/16          | 10/09/16          | Inside Edition        | 730-8pm               |                 | :30           |                   |                     |               | NM          | 1     | \$500.00 |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |          |
| Week:                                    |             | 10/03/16          | 10/09/16          | --W----               |                       |                 |               | 1                 | \$500.00            | 5.70          |             |       |          |
| 5  | WYFF        | 10/05/16          | 10/09/16          | Inside Edition        | 730-8pm               |                 | :30           |                   |                     |               | NM          | 1     | \$500.00 |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |          |
| Week:                                    |             | 10/03/16          | 10/09/16          | ---T---               |                       |                 |               | 1                 | \$500.00            | 5.70          |             |       |          |
| 6  | WYFF        | 10/05/16          | 10/09/16          | Inside Edition        | 730-8pm               |                 | :30           |                   |                     |               | NM          | 1     | \$500.00 |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |          |
| Week:                                    |             | 10/03/16          | 10/09/16          | ----F--               |                       |                 |               | 1                 | \$500.00            | 5.70          |             |       |          |
| 7  | WYFF        | 10/10/16          | 10/10/16          | Inside Edition        | 730-8pm               |                 | :30           |                   |                     |               | NM          | 1     | \$500.00 |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |          |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |          |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WYFF 4**  
**505 Rutherford Street**  
**Greenville, SC 29609**  
**(864)242-4404**

|  |                      |  |
|--|----------------------|--|
| <u>Contract / Revision</u><br>1532645 /      |                      | <u>Alt Order #</u><br>25323631                         |
| <u>Contract Dates</u><br>10/05/16 - 10/11/16 | <u>Product</u><br>NC | <u>Estimate #</u><br>8100                              |
| <u>Advertiser</u><br>Burr/R/US Senate        |                      | <u>Original Date / Revision</u><br>10/17/16 / 10/17/16 |

| *Line                                    | Ch          | Start Date        | End Date          | Description           | Start/End Time        | Days            | Length        | Spots/Week        | Rate                | Rtn           | Type        | Spots | Amount     |
|--|-------------|-------------------|-------------------|-----------------------|-----------------------|-----------------|---------------|-------------------|---------------------|---------------|-------------|-------|------------|
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |            |
| Week:                                    |             | 10/10/16          | 10/16/16          | M-----                |                       |                 |               | 1                 | \$500.00            | 5.70          |             |       |            |
| 8  | WYFF        | 10/05/16          | 10/09/16          | L&O:SVU               | 9-10pm                |                 | :30           |                   |                     |               | NM          | 1     | \$2,000.00 |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |            |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |            |
| Week:                                    |             | 10/03/16          | 10/09/16          | --W----               |                       |                 |               | 1                 | \$2,000.00          | 5.40          |             |       |            |
| 9  | WYFF        | 10/05/16          | 10/09/16          | Dateline              | 9-11p                 |                 | :30           |                   |                     |               | NM          | 1     | \$1,000.00 |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |            |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |            |
| Week:                                    |             | 10/03/16          | 10/09/16          | ----F--               |                       |                 |               | 1                 | \$1,000.00          | 2.60          |             |       |            |
| 10                                       | WYFF        | 10/10/16          | 10/10/16          | Entertainment Tonight | 7-730p                |                 | :30           |                   |                     |               | NM          | 1     | \$500.00   |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |            |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |            |
| Week:                                    |             | 10/10/16          | 10/16/16          | M-----                |                       |                 |               | 1                 | \$500.00            | 5.10          |             |       |            |
| 11                                       | WYFF        | 10/06/16          | 10/06/16          | ELLEN EF              | 3-4P                  |                 | :30           |                   |                     |               | NM          | 1     | \$200.00   |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |            |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |            |
| Week:                                    |             | 10/03/16          | 10/09/16          | ---T---               |                       |                 |               | 1                 | \$200.00            | 0.00          |             |       |            |
| 12                                       | WYFF        | 10/07/16          | 10/07/16          | ELLEN EF              | 3-4P                  |                 | :30           |                   |                     |               | NM          | 1     | \$200.00   |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |            |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |            |
| Week:                                    |             | 10/03/16          | 10/09/16          | ----F--               |                       |                 |               | 1                 | \$200.00            | 0.00          |             |       |            |
| N 13                                     | WYFF        | 10/11/16          | 10/11/16          | Entertainment Tonight | 7-730p                |                 | :30           |                   |                     |               | NM          | 0     | \$0.00     |
| Class of Time - Pre-emptible with notice |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |            |
|  |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         | <u>Rating</u> |             |       |            |
| Week:                                    |             | 10/10/16          | 10/16/16          | -T-----               |                       |                 |               | 1                 | \$500.00            | 5.10          |             |       |            |
|  | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>    | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Rtg</u>    | <u>Type</u> |       |            |
|  | 1           | WYFF              | 10/10/16-10/16/16 | Entertainment Tonight | 7-730p                | -Tu-----        | :30           |                   | <del>\$500.00</del> | 5.10          | NM          |       |            |
| Credited                                 |             |                   |                   |                       |                       |                 |               |                   |                     |               |             |       |            |
| Totals                                   |             |                   |                   |                       |                       |                 |               | 35.90             |                     |               |             | 9     | \$5,900.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 09/26/16 - 10/11/16 | 9          | \$5,900.00   | (\$885.00)   | \$5,015.00 |
| <b>Totals</b>       | 9          | \$5,900.00   | (\$885.00)   | \$5,015.00 |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.